

44. (New) The polymer matrix of claim 43, wherein the pigmentary base comprises titanium dioxide.

Sub 12 45. (New) A method of preparing a polymer matrix, said method comprising:

- a. combining an inorganic pigmentary base and an organo-acid phosphate compound, wherein the organo-acid phosphate compound has the formula:



wherein $x = 1$ or 2 ,
 $y = 3 - x$, and
R is an organic group having from 2 to 22 carbon atoms,

to form a pigment; and

- b. combining said pigment with a polymer, wherein said polymer is suitable for plastics applications.

46. (New) The method of claim 45, wherein said polymer is polyethylene.

47. (New) The method of claim 46, wherein said inorganic pigmentary base is selected from the group consisting of titanium dioxide, kaolin, talc, mica and calcium carbonate.

48. (New) The method of claim 47, wherein said inorganic pigmentary base comprises titanium dioxide.

49. (New) The method of claim 48, wherein within the pigment, the organo-acid phosphate compound is present in an amount from about 0.01 percent to about 5 percent by weight based on the weight of the pigmentary base.

50. (New) The method of claim 49, wherein the amount of pigment is from about 50 percent to about 85 percent by weight based on the weight of the polymer matrix.

51. (New) The polymer matrix of claim 39, wherein R is selected from the group consisting of hexyl-, octyl- and ethylhexyl-.

52. (New) The method of claim 49, wherein R is selected from the group consisting of hexyl-, octyl- and ethylhexyl-.

53. (New) A polymer matrix comprising:

- a. a pigment, said pigment comprising titanium dioxide that has been treated with an organo-acid phosphate compound having the formula:



wherein $x = 1$ or 2 ,
 $y = 3 - x$, and
R is an organic group having from 2 to 22 carbon atoms,

wherein within the pigment, the organo-acid phosphate compound is present in an amount from about 0.01 percent to about 5 percent by weight, based on the weight of the titanium dioxide; and

- b. a polymer suitable for plastics applications.

54. (New) The polymer matrix of claim 53, wherein said polymer comprises polyethylene.

55. (New) The polymer matrix of claim 53, wherein the amount of pigment is from about 50 percent to about 85 percent by weight of the polymer matrix based on the weight of the polymer matrix.